



## The Impact of Information Content and Entertainment Content on Customer Engagement and Customer Loyalty: A Study on Scarlett's Customer Base

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### Abstract

**Purpose:** The primary objective of this study is to comprehend the influence of two distinct types of content on customer engagement and loyalty, with a specific emphasis on the Instagram platform. Additionally, the research seeks to investigate how the content on Instagram can impact consumer engagement behaviors and loyalty toward Scarlett products.

**Method:** Data for this study were collected through a survey link. The survey was distributed to 223 participants, with 176 respondents actively participating. However, only 147 questionnaires met the established criteria for inclusion, as the remainder still needed to satisfy the stipulated requirements. The data analysis was conducted utilizing the SmartPLS4 software.

**Result:** The findings of this study indicate that both informational and entertainment content significantly influence customer engagement and loyalty. However, it is noteworthy that customer engagement, as identified in this research, has little impact on customer loyalty. Consequently, it is imperative to create and reinforce all facets of informational and entertainment-based content. Doing so will stimulate more active engagement from social media followers, directly influencing customer loyalty.

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## INTRODUCTION

The utilization of social media is progressively expanding, with Instagram emerging as the second most popular platform in Indonesia, contributing to approximately 86.5% of active users and estimated to reach around 100 million users by 2023 (Kompas.com). This phenomenon has sparked awareness within the business community regarding the significant potential inherent in creating and distributing content within the social sphere. In response to this development, companies are adopting online marketing strategies focused on diversification to enhance customer engagement and loyalty. The key to the success of these marketing investments lies in the company's ability to create and distribute relevant content to social media platforms.

Social media content is becoming more prevalent among consumers, providing a new space for product interaction through photo and video-based channels. Scarlett, one of the skincare brands, performs remarkably well in terms of sales and engagement on social media platforms through its

content. Their strategic approach to leveraging social media has increased brand visibility and fostered a sense of community among their followers. Scarlett's commitment to creating high-quality and engaging content has resulted in a loyal and growing online audience. Scarlett's investment in social media marketing has translated into tangible financial success, as evidenced by the impressive revenue growth of 40.9 billion rupiah reported by *compas.com* (2023). This remarkable financial achievement not only underscores the effectiveness of Scarlett's social media strategy but also highlights the significant impact of engaging content and community building on the bottom line. Hence, to examine this phenomenon, this research adopts the use-gratification theory, which views customers as individuals seeking media and evaluates satisfaction levels after consuming content. Recent studies indicate that social media usage can significantly impact business performance, elevate customer expectations, and provide better access to relevant information (Quinton & Wilson, 2016).

On the other hand, active marketers strive to understand social media dynamics, particularly Instagram, to leverage it optimally in their business contexts. One such example is Scarlett, a beauty product manufacturer that also integrates social media platforms as an integral part of its marketing strategy. However, more research needs to specifically address how companies communicate their products through social media platforms like Instagram, which, in turn, influences customer engagement and loyalty.

To address this knowledge gap, the research develops a conceptual framework and hypotheses based on the theoretical foundation of the use and gratification theory. This framework categorizes social media content into two primary attractions: informative and entertainment. The study aims to understand how both types of content influence customer engagement and loyalty. While previous research explores the influence of informative and entertainment content in various contexts, this study emphasizes the Instagram platform and how its content can affect consumer engagement and loyalty toward Scarlett's products.

By posing specific research questions, such as whether informative content affects customer loyalty or how entertainment content influences consumer engagement, this research aims to provide deeper insights into the role of social media content, particularly on the Instagram platform, in creating and strengthening customer engagement and loyalty towards Scarlett's products. This study is expected to offer a more comprehensive understanding of the crucial social media content factors in shaping consumer behaviour. Consequently, the research outcomes will provide valuable guidance for Scarlett's marketers and product managers in developing their social media content strategies.

### **Information Content, Customer Engagement, and Customer Loyalty**

As elucidated by Ji et al. (2022), information seeking refers to acquiring information that satisfies curiosity, caters to shared interests, and explains news and recent events. Lee et al. (2018) complements this by concluding that information-seeking facilitates individuals in obtaining more information through their social contacts, motivates participation on social platforms, and signifies a shift in communication channels from one-way to two-way, enabling greater customer engagement and fostering equality between customers and companies (Evans, 2012). Information content, encompassing product specifications, performance features, and other tangible elements (Swani et al., 2017), is pivotal in determining the rational appeal of messages in social media.

More comprehensive engagement occurs when users can explore product information through social media content, influencing customer engagement (Swani et al., 2017). Thus, the rational appeal of information content not only influences the popularity of social media messages but also shapes deeper customer engagement (Swani et al., 2017). Positive information is believed to form a strong relationship between consumers and companies in social media, serving as the foundation for establishing sustainable customer loyalty (Barefoot & Szabo, 2010). Overall, using rich and rational information content in social media becomes an effective strategy to enhance engagement and build a strong relationship between companies and consumers. From these premises, this study proposes the following hypotheses.

H1: Information content significantly influences customer engagement.

H2: Information content significantly influences customer loyalty

### **Entertainment Content, Customer Engagement, and Customer Loyalty**

Entertainment content is critical in influencing consumer behaviour by incorporating astonishing facts, emotional appeal, emoticons, and humour (Saenger & Song, 2019). Content falling under the entertainment category typically aims to evoke positive emotions and embed a warm sentiment among the audience (Dolan et al., 2019). Entertainment content serves as a means of amusement and reflects consumers' psychological and social needs (Ashley & Tuten, 2015). The emotional allure of entertainment content can be associated with cultivating enthusiasm, both enjoyable and engaging, and valence, encompassing this appeal's positive or negative dimensions (Frenay, 2016). Consequently, entertainment content can fulfil the audience's specific emotional and social needs, strengthening the bond between the company and consumers.

Entertainment content can foster deeper engagement that aligns with users' preferences, enabling them to take advantage of platforms that allow them to voice their opinions (Swani et al., 2017). The appeal of (emotionally) driven messages or entertainment-based content can influence the popularity of social media messages (Swani et al., 2017). Additionally, Ji et al. (2022) revealed that entertainment is significantly linked to customer participation and loyalty in using social media. Based on the preceding arguments, this study posits the following hypotheses.

H3: Entertainment content significantly influences customer engagement.

H4: Entertainment content significantly influences customer loyalty

### **Customer Engagement and Customer Loyalty**

*Customer engagement* is a process that generates relational value that must be assessed from both the buyer's and the seller's perspectives (Kumar et al., 2010). *Customer engagement* in social media is defined as the extent to which customers actively use social media platforms (Guesalaga, 2016). Customer engagement and loyalty behaviours have recently transformed from a transactional approach to relationship-based marketing, such as building long-term relationships through customer interactions (Islam et al., 2019). Customer engagement is a relatively new concept in non-transactional behaviour that has garnered significant attention in academic and industry research.

According to several previous studies, customer engagement can influence customer loyalty (Prentice et al., 2019; Roy et al., 2018). Additionally, Prentice et al. (2019) have explored the relationship between social identification, customer engagement, and purchase intention within social communities. They have affirmed that customer engagement is a positive and significant antecedent to customer loyalty. Therefore, this study proposes the following hypothesis.

H5: Customer engagement significantly influences customer loyalty.

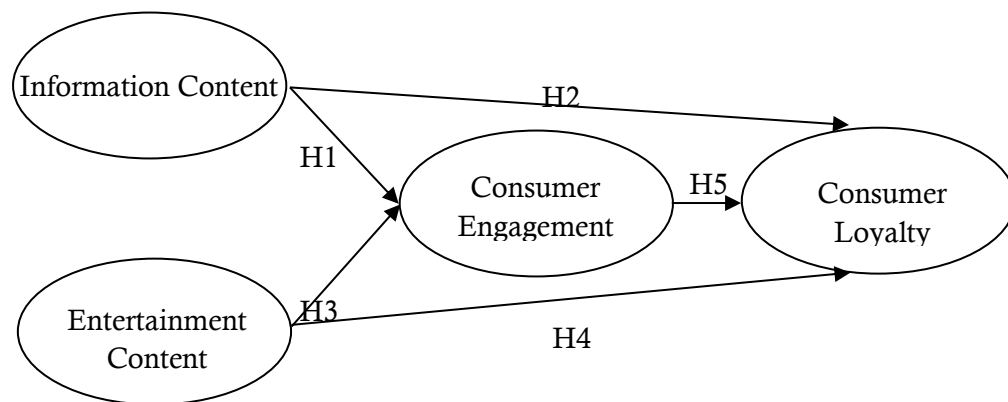
## **RESEARCH METHOD**

Data were gathered through a Google Form-based questionnaire distributed to Scarlett product users. Respondents were required to be aged 16 and above, have used beauty products, and have encountered beauty-related content associated with the products on the Instagram social media platform. Instagram was chosen because it is the second-largest platform in Indonesia, with 86.5% of users (Prambors, 2023). The survey was distributed to respondents via WhatsApp, Instagram, Facebook, and Telegram. The survey link was shared through private messages using the Messenger function of these social media platforms. Approximately 223 participants were approached, and participation was entirely voluntary. From this pool, 176 respondents participated, but only 147 questionnaires met the criteria for inclusion; the rest were deemed ineligible. The 29 respondents tended to answer similarly, posing a risk of data bias. Hence, 176 respondents were employed in the analysis to ensure the accuracy and reliability of the findings. Data analysis was conducted using

SmartPLS4 software, employing the Partial Least Squares (PLS) method with a Structural Equation Modeling (SEM) approach based on variance and Bootstrap methods. The decision to use the PLS method was motivated by its suitability for studies with few respondents. This method offers robust performance even when faced with limited sample sizes (Chin, 1998), making it a practical and reliable choice in scenarios where data collection may be constrained. The simultaneous use of both methods allowed for testing the measurement and structural models, evaluating the significance of estimated results from the constructed model using the available data sample.

The study adopted a multi-item scale from previous empirical studies with solid reliability and validity for all constructs. A 7-point Likert scale ranging from 1 ("strongly disagree") to 7 ("strongly agree") was employed to assess all indicators. Specifically, four indicators for information content were adapted from Kim et al. (2021), followed by four for entertainment content, also adapted from Kim et al. (2021). Subsequently, four indicators for customer engagement were adapted from Junaid et al. (2019). Finally, customer loyalty was measured using four indicators derived from Prasad et al. (2019).

This research framework is shown in the Figure 1.



**Figure 1. Research Framework**

## RESULT & DISCUSSION

Confirmatory Factor Analysis (CFA) was employed to assess composite reliability, convergent validity, and discriminant validity for each construct. As presented in Table 1, factor weights, loadings, and the Average Variance Extracted (AVE) for each construct are significant CFA parameters. All factor loading values now exceed 0.5, with a majority surpassing 0.7. Furthermore, the AVE for all constructs now exceeds 0.5, indicating satisfactory convergent validity for each construct. Moreover, each construct demonstrates high internal consistency, with Construct Reliability (CR) values exceeding 0.7. These results reflect strong construct reliability and well-preserved convergent validity for all items and constructs (Hair et al., 2014). Table 2 shows that cross-loading examinations were conducted to assess discriminant validity at the measurement item level. The measurement was accepted if items correlated more strongly or higher with their measured variable and correlated less with other variables (Hair et al., 2019).

**Table 1.**  
**Measurement Model Analysis**

<b>Constructs</b>	<b>Loading Factor</b>	<b>Average of variance extracted (AVE)</b>	<b>Composite Reliability</b>	<b>Crobranch's <math>\alpha</math></b>
Information Content (KI)		0,704	0.877	0,791
KI2	0,782			
KI3	0,866			
KI4	0,866			
Entertainment Content (KH)		0,624	0.868	0,798
KH1	0,799			
KH2	0,764			
KH3	0,861			
KH4	0,728			
Consumer Engagement (KP)		0,778	0.933	0,905
KP1	0,893			
KP2	0,902			
KP3	0,851			
KP4	0,882			
Consumer Loyalty (KSP)		0,707	0.906	0,862
KSP1	0,842			
KSP2	0,824			
KSP3	0,835			
KSP4	0,861			

The factor analysis results indicate that cross-loading among indicators within a construct is higher than cross-loading with indicators from other constructs. This suggests that each construct possesses unique characteristics, enhancing discriminant validity for each item in this study. Consequently, all measurement items in this model are valid instruments and can be relied upon to represent the underlying theoretical constructs. The cross-loading values are shown in Table 2.

**Table 2.**  
**Cross Loadings**

	<b>Information Content (KI)</b>	<b>Entertainment Content (KH)</b>	<b>Consumer Engagement (KP)</b>	<b>Consumer Loyalty (KSP)</b>
KI2	<b>0,782</b>	0,601	0,472	0,542
KI3	<b>0,866</b>	0,621	0,714	0,691
KI4	<b>0,866</b>	0,568	0,549	0,598
KH1	0,499	<b>0,799</b>	0,530	0,513
KH2	0,539	<b>0,764</b>	0,507	0,502
KH3	0,645	<b>0,861</b>	0,589	0,649
KH4	0,551	<b>0,728</b>	0,478	0,501
KP1	0,677	0,680	<b>0,893</b>	0,788
KP2	0,623	0,614	<b>0,902</b>	0,807
KP3	0,566	0,539	<b>0,851</b>	0,760
KP4	0,611	0,517	<b>0,882</b>	0,789
KSP1	0,561	0,622	0,792	<b>0,842</b>
KSP2	0,644	0,552	0,718	<b>0,824</b>
KSP3	0,616	0,593	0,744	<b>0,835</b>
KSP4	0,652	0,551	0,741	<b>0,861</b>



Table 3 presents the results regarding the relationships between constructs. The findings indicate that H1 (Information Content to Customer Engagement) has a significant favourable influence ( $b = 0.461$ ,  $\rho 0.000 < 0.05$ ). H2 (Information Content to Customer Loyalty) also shows a significant positive impact ( $b = 0.166$ ,  $\rho 0.000 < 0.05$ ). H3 (Entertainment Content to Customer Engagement) exhibits a significant positive effect ( $b = 0.341$ ,  $\rho 0.017 < 0.05$ ). H4 (Entertainment Content to Customer Loyalty) demonstrates a positive and significant influence ( $b = 0.098$ ,  $\rho 0.002 < 0.05$ ). H5 (Customer Engagement to Customer Loyalty) has a positive but not significant impact ( $b = 0.709$ ,  $\rho 0.163 > 0.05$ ). Overall, the structural model explains a high level of fit and good predictive power.

**Table 3.**  
**Structural Model Analysis Result**

Path	Path Coefficient	p value	Hyphothesis	Result
KI → KP	0,461	0,000	H1	Supported
KI → KSP	0,166	0,000	H2	Supported
KH → KP	0,341	0,017	H3	Supported
KH → KSP	0,098	0,002	H4	Supported
KP → KSP	0,709	0,163	H5	Not Supported

The result of Information Content on Customer Engagement is in line with the previous research conducted by Naomi & Ferdi (2022), the same as the relationship between Information Content and Customer Loyalty supported by the previous research conducted by Ajina (2019). On the other hand, entertainment content significantly influences customer engagement, which is supported by Bazi et al. (2023). Moreover, Bazi et al. (2023) supported the result of this study on the relationship between Entertainment Content and Customer Loyalty. On top of those, Customer Engagement has little influence on Customer Loyalty, supported by Quynh (2019).

## DISCUSSION

### Information Content, Customer Engagement, and Customer Loyalty

This research reveals that informational content has a proven positive impact on influencing the formation of Customer Engagement. It indicates that Scarlett has successfully created informative and relevant content, motivating customers to consistently follow information about Scarlett's products and share such information. Therefore, Scarlett must continue presenting information-based content that accurately represents the products, encouraging customer engagement to verify the conveyed information's accuracy.

Furthermore, the study establishes that informational content positively influences the formation of customer loyalty. Comprehensive and informative content assists customers in understanding the products and staying informed. This positive impact affects Scarlett's products, influencing customer behaviour to make diverse purchases from Scarlett. This encourages customers to repeatedly buy products and provide positive reviews, reducing uncertainty in repeat purchases. Therefore, Scarlett's content presentation becomes crucial in delivering accurate product information, aligning with the findings of Ashley and Tuten (2015) and Naomi and Ferdi (2022) regarding the attractiveness of informative messages encompassing factual product information.

### Entertainment Content, Customer Engagement, and Customer Loyalty

Entertainment content also influences the formation of Customer Engagement. Content delivering emotionally entertaining yet educational influence creates consistent customer interest in purchasing Scarlett's products. It also encourages customers to engage actively with Scarlett's product content, influencing customers' understanding of Scarlett's social media activities. This result aligns with previous research conducted by Cuevas-Molano *et al.* (2021), who stated that entertainment content plays a crucial role in shaping customer engagement. The integration of emotionally

entertaining and educational elements in Scarlett's content captures the audience's attention and enhances their understanding of the brand and its products. The research conducted by Feng *et al.* (2023) aligns with this perspective, highlighting the significance of entertainment-driven content in fostering customer interest and interaction. Therefore, Scarlett is advised to present content that is entertaining, educational, and humorous on their social media to enhance marketing strategies in the future, in line with the findings of Dolan *et al.* (2020). All these findings highlight Scarlett's importance in presenting informative and entertaining content to influence customer loyalty and engagement with the products.

Scarlett can maximize its influence in shaping customer loyalty and engagement with a better approach to content. In addition, entertainment content plays a crucial role in shaping customer loyalty. When content is presented entertainingly, it positively responds to Scarlett's products. This entertainment approach encourages customers to consider Scarlett's products in future purchases and motivates them to share positive views about the products. This result is supported by research conducted by Lou & Xie (2021), which emphasized that entertaining content significantly contributes to forming emotional connections between customers and brands. The research findings underscored that customer exposed to entertaining content exhibit higher brand loyalty levels than those exposed to more conventional marketing approaches (Lou & Xie, 2021). The positive response generated by Scarlett's entertaining content not only influences immediate purchasing decisions but also fosters a sense of connection and affinity toward the brand. Customers who find the content enjoyable are more likely to perceive Scarlett as a brand that values product quality and the overall experience it provides. Therefore, Scarlett must present entertainment-based content as an emotional appeal in introducing products and building customer loyalty. This argument aligns with research (Leonidou & Leonidou, 2009) on emotional appeal that can influence individual behaviour, especially for consumers or teenagers.

### **Customer Engagement and Customer Loyalty**

The results of this study indicate a lack of a significant relationship between customer engagement and customer loyalty, suggesting that Scarlett has yet to fully succeed in promoting optimal customer engagement. Customer engagement is crucial in shaping customer loyalty and fostering long-term relationships. The absence of a substantial correlation between customer engagement and loyalty in the context of Scarlett's operations underscores the need for further investigation into the effectiveness of their strategies in cultivating sustained customer commitment. This study concluded that customer engagement has no influence on customer loyalty. This result also aligns with previous research conducted by Samarah *et al.* (2022), who explained that while customer engagement is vital for building brand awareness and trust, its direct impact on customer loyalty may vary depending on several factors. The findings of this study and Samarah *et al.* (2022) research highlight the complexity of the relationship between customer engagement and loyalty. In light of this, Scarlett should adopt a nuanced approach to its content strategy, recognizing that the effectiveness of customer engagement in fostering loyalty is contingent on various factors such as product type, customer preferences, and market dynamics. While the study suggests no direct influence of customer engagement on loyalty, it underscores the importance of accurate and informative content in the engagement process.

Moreover, this finding aligned with the research conducted by Quynh (2019), which underscores the importance of tailored approaches in customer engagement, urging Scarlett to adapt to dynamic market trends. Future research should explore modifications to engagement strategies, focusing on personalization, omnichannel experiences, and post-purchase support. A qualitative analysis of customer feedback is essential for gaining insights into specific areas for improvement. In conclusion, the study calls for Scarlett to refine its engagement tactics for sustained success in the competitive market.

## CONCLUSION

The findings of this research reveal that both informative and entertaining content play a significant role in influencing customer engagement and loyalty towards Scarlett products. Well-designed informative content helps build customer interest and trust, encouraging them to continue following and sharing information about Scarlett products. On the other hand, entertaining content provides a pleasant and positive experience, creating consistent customer interest and positive responses to the products. However, it was found that customer engagement has not fully predicted customer loyalty significantly.

Therefore, Scarlett is advised to enhance active interactions with consumers, possibly through Q&A systems or reward programs, to strengthen connections and boost customer loyalty. This study provides crucial insights for Scarlett and similar entities to understand the importance of informative and entertaining content in building positive relationships with customers. With a holistic approach to content strategy and customer interaction, Scarlett can enhance the appeal of its products, reinforce customer loyalty, and better face challenges in the market in the future.

Furthermore, this research underscores the outcomes derived from employing entertainment and informative content strategies on social media as tools to evoke both emotional and rational responses from customers comprehensively. This approach enables companies to connect with consumers at a high level of engagement and fosters the creation of loyalty. The study guides marketers that, in the pursuit of achieving better engagement and loyalty, it is crucial to create and reinforce all aspects of both information and entertainment-based content. Consequently, this stimulates more active engagement from social media followers, directly impacting customer loyalty.

Practically, this research can serve as a reference for Scarlett to benefit from the insights provided in various ways. Firstly, the research results imply the importance of strategic design and delivery of social media content that Scarlett should undertake. Secondly, Scarlett will be more prudent if they do not rest on the positive findings but continue planning and evaluating for long-term content management. Lastly, for Scarlett's customers, this research can serve as information and insight or even an evaluation regarding their behavior to respond better to the contents presented by Scarlett. Moreover, future research should delve into optimizing content strategies for Scarlett by analyzing specific formats, frequencies, and the impact of user-generated content on customer engagement and loyalty. Examining the effectiveness of videos, infographics, and interactive quizzes, along with investigating the role of customer-generated content, will provide actionable insights for Scarlett's sustained success.

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